



The Breeze



Vol. L

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No. 59



Jack of all Trades

FOLK ENSEMBLE vice-president W. Gregory Forbes holds up a dance costume made by a member of Madison's Dance Theatre as part of the program's move to provide a wider range of experience for dance performers. (STAFF PHOTO)

Minimum Wage Hike Means Fewer Jobs

By FRANK BROWN

Students employed by the Madison College work-study program will receive a pay increase this fall, but overall, fewer students will be employed compared to last year.

The changes result from an increased minimum wage and a higher cost of living, according to Robert MacDonald, assistant director of admissions and financial aid.

Contacted by the BREEZE recently, MacDonald explained that colleges and universities are required to pay 85 per cent of the national minimum wage. As a result of a May 1 deadline for a \$1.90 minimum hourly rate, Madison college would have to pay \$1.62 per hour.

"We decided students should be earning more than that," he said, citing advancing costs of food and shelter.

Madison officials have therefore instituted a basic pay

rate of \$1.80 for the work-study program.

The increase pay per employee will cut down the total number of persons employed by the program, however despite an increase of \$5,200 in federal funding.

MacDonald said the program would be unable to meet all the requests for employment from the various departments of the college. He estimated that 125 positions will be filled of approximately 170 requested.

He added that the work-study and 10-hour programs together will probably employ about 650 persons, a decrease of approximately 25 jobs.

According to the Madison catalog, "The student's eligibility for the work-study program depends upon his need for employment to defray college expenses and his academic promise with preference

(Continued on Page 7)

'Take-Home' Projects Set Tone for Dance Groups

Folk Ensemble Prepares Early for Coming Season

By LILA FORRO

The Madison Dance Theatre production studio in Godwin Hall glows in green and lavender paints. On one side, the wall is lined with make-up mirrors; there are two-story closets on the other, containing everything from a Mexican wedding dress to a coke-tab suit of mail. At a Singer sewing machine lie folded eight pairs of Polish dancers trousers, double-seamed and gathered at the waist.

After about 45 hours of work on these striped trousers, W. Gregory Forbes, vice president of the Dance Theatre's Folk Ensemble, is completing the last pairs. For like other theatre members, Forbes is a "jack of all trades," with working knowledge in all phases of dancing—even costume construction.

The vice president, a summer school student, and vacationing member of the Folk Ensemble are part of a summer "take-home" construction project for next year's dance properties. This advanced preparation for recitals is something new, and is evidence of the Dance Theatre's movement toward increasingly professional organization.

The Folk Ensemble's summer program was organized before vacation by the group and its director Dr. Earlynn J. Miller of the Physical Education Department. A variety of projects, including the creation of Polish peasant clothing and Mexican papier mache figures for upcoming concerts, was assigned to Ensemble members for summer completion. The second semester's appointment of Kay Heith as a corresponding secretary was another innovation of the summer program, providing the group with a means of more widespread publicity. During the vacation, the secretary will contact other dance organizations and hopefully, establish the performing market open to this Dance Theatre group.

The Ensemble's "take-home" arrangement will culminate from Aug. 28-31 in a pre-school workshop, where dancers will complete unfinished projects and rehearse numbers scheduled for the 1974-75 season.

A growing emphasis on performing quality is the reason behind the Folk Ensemble's extended vacation program, and there is evidence of the trend throughout the body of the Dance Theatre. Aptitude for dancing is particularly necessary in the dance of the Modern Ensemble, which attempts to attract the most capable performers. The scope of expression in contemporary dance, says Greg Forbers, requires performers to understand "intangible" meanings of movements and demands "a knowledge of the entire body" and its potential. The Dance Theatre's auditions are held by the Folk and Modern Ensembles at the beginning of each semester and are open to all, but both groups require a year of apprenticeship during which novices acquire artistic and general technical skills. Some students join for the pleasure of dancing; others view experience with the Dance Theatre as serious business. In many cases, membership in the theatre is the groundwork for a career in dance.

A series of "artist in residence" seminars has provided the theatre with professional

influence, allowing dancers to work with authorities of different dance styles. These sessions center around a noted performer or group, and feature a workshop for college dancers, along with a recital by the artist. Past guests have included Juan Lozano of Mexico's Folk Ballet, who will return to the Folk Ensemble early first semester to teach the "pasada"—a Christmas Dance suite of Mexico scheduled for the group's holiday concert. The North Carolina Ballet and the noted Gus Solomons Company of New York, progressive schools of the rigidly structured classical school, have provided instruction for the Modern dance ensemble.

In past seasons, the Dance Theatre has planned one major concert per Ensemble each semester. Due to increased student participation, materials and facilities, the Theatre will expand in 1975 to two semester recitals for both the Folk and Modern groups. Perhaps the most notable performing change will be increased off-campus performance and the possibility of tours.

The Folk Ensemble, said vice president Forbes, has already signed for performances at the Page County Early American Festival, where such historical Virginia folk dances as "clogging" will be demonstrated. They will also appear at the Convention of the Virginia Association for Health, Physical Education and Recreation in Staunton, where the Ensemble will stage a program of folk dance instruction. A tour of Northern Virginia high schools, including recitals

(Continued on Page 3)

Advisor Available To Aid Veterans

Madison College for the first time has a counselor on campus to advise veterans about VA benefits, problems and related issues.

Sponsored by the Veterans - Representative - On - Campus (VROC) program of the Veterans Administration, Robert Conwell of Roanoke will help veterans at Madison with questions or problems about VA payments for students. He will hold office hours each Monday and Tuesday from 8 a.m. to 4:40 p.m. in Room 2B, Keezell Hall, at the end of the tunnel from Wilson Hall.

Conwell will serve eight area colleges in addition to Madison as part of an attempt by the VA to better serve veterans on college campuses around the nation.

First Issue

BREEZE

for 1974-75

Sept. 3



Tending Goal

ALAN MAYER, goalie for the Baltimore Comets of the North American Soccer League, discusses goal tending techniques with one of the youngsters participating in this year's Youth Soccer Program at Madison College. Mayer, who graduated from Madison in May, was a two-time All-American for the Dukes.

Releasing a New Set of Tapes More To Come...?



The dying days of Richard Nixon

8 Grants Awarded

Eight members of the Madison College faculty have received grants from the college for research projects.

The \$400 grants are for the 1974-75 academic year. Recipients are chosen by a college committee.

Those chosen to receive the awards and their projects are as follows:

— J. Elwood Fisher, associate professor of biology, "Ecological Succession on Former Homesites in the Shenandoah National Park."

— W. Dean Cocking, assistant professor of biology, "A Non-destructive Technique for Determining Herbaceous Biomass."

— Thomas H. Arthur, associate professor of communication arts, "A Study of the Entertainment and Public Service Center of Distinguished American Actor, Melvyn Douglas."

— Elizabeth B. Neatrou, associate professor of Russian and French, "Completion of a Biography of Nadezhda Aleksandrovna Teffi."

— Kenneth Szmagaj, assistant

professor of art, "Neon as an Art Medium."

— Pauline E. Council, associate professor of sociology, "Emergin Clout: A Study of the Action Alliance."

— Henry A. Myers, professor of political science, "The Book of Emperors."

— James W. Kuhns, associate professor of psychology, "Development of Instructional Modules Using Video-Tape Cassettes."

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EDITOR-IN-CHIEF
Andy Fields

BUSINESS MANAGER
Richard Frey

ADVISOR
Alan Neckowitz

STAFF
Susan Bess
Frank Brown
Sandy Morgan

Twenty-one Librarians Participate In Three Credit Advanced Seminar

Twenty-one librarians participated in this summer's annual graduate Seminar in School Library Administration. Sponsored by Madison's Department of Library Science, the topic of this three-credit advanced seminar this year was "Media Services for Open Schools."

The Seminar is for certified and experienced school librarians, and it considered the current trends towards open space schools, open schedules, and open

persons, studying the implications for library media management in the area of budget, staff, and facilities, and relating the quality of library-media services to the quality of the faculty and to the policy-making procedures in the school.

Specific topics studied in connection with effective library/media services were learning centers, individualized learning packets, questioning strategies, psychological openness, use of volunteers, and production of materials.

The seminar, designated as L. S. 605, was conducted by Dr. Mary F. Haban, Head of the Library Science Department. The participating librarians came from 12 different divisions of Virginia.

WOODSY OWL HOOTS:

People need fish,
fish need clean water.



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*"Take-Home" Projects Set

(Continued from Page 1)
and student workshops, is as yet the most distant engagement considered by the Folk ensemble.

Forbes was unable to pinpoint plans of the Modern Dance Ensemble to go on the road, the need for excellence and "limited interest" of a talented few leave the group's 1975 open to expansion.

Members of the Madison Dance Theatre have lately extended their talents into areas outside the group's own organization. Madison Theatre's "The Drunkard," combined melodrama with the choreography of Judy Turner, a Dance Theatre performer. Ruby Keeler-style tap dancing arranged by graduate Theatre member Nancy Jo Morrissey made "Dames at Sea" the summer's hit for the Blackfriar Dinner Theatre.

During the July 21-22 Craft Days at Belle Grove Plantation, authenticity was added by Greg Forbes and a group of dancers who gave an impromptu show of folk steps. The appreciation on dance continues to grow

as with cultural activities emerging locally, and Madison's dancers are founding more outlets for their interest.

Many changes have occurred within the Dance Theatre and its art since the group's founding in 1970. Styles of dancing have taken new direction. Folk dancing tends more toward "performance" dances, which express the flavor and excitement, rather than exact interpretation, of ethnic styles. Modern dance continues to widen the rift from the structure begun in the 1920's by Isadora Duncan and can now utilize any movement as a expressive gesture.

Of the approximately 25 members each which compose the Modern and Folk Dance Ensembles, more are likely to be men- the old caricature of the "sissy" male dancer is waning as this era's dance becomes more vital and representative of universal feelings and moods. Performers of the Madison Dance Theatre, like Greg Forbes at the sewing machine, are heading for a wider range of experience.

To the Editor:

Seniors Seek December Ceremony

Dear Editor:

We understand the Records Office supplies an official letter stating that degree requirements are complete in December, that the diploma will be received in May, and that the transcript also shows that requirements are completed in December.

We believe an additional ceremony in December would accelerate the Spring graduation process and, at the same time, fulfill the professional and personal needs and desires of those completing degree requirements during the First Semester.

The number of people in May waiting to be graduated on that day is prohibitive, even though not

all the candidates attend. We believe there are more than enough seniors and graduate students to warrant a ceremony and/or receipt of diploma this December 1974. At the end of each term, be it Second, Summer Session, or First, there should be a ceremony, or at least, receipt of diploma.

We understand that all diplomas are ordered during Second Semester due to the costs of printing, etc. However, we feel that, in the future, the Records Office order a sufficient number for three groups to receive their diplomas, May, August and December.

For now, we feel that enough money is available to enable the order for diplomas to be made.

We have seen countless additions, improvements and grounds work to enhance the appearance of Madison College.

Some where there is money that could be justifiably used to finance the most important part of college, the graduation there of, for those people completing degree requirements during First Semester.

In addition, it is ridiculous to require attendance at May graduation of a fee of \$5 for mailing diploma if May for those people who completed their degree requirements prior to the graduation since most do not reside or work in the immediate area.

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'Straight' Madison Theatre Melodrama

By JUDY SULLIVAN

Nostalgia might be "in," but that does not include nostalgic appreciation for a 19th Century melodrama. Harrisonburgers did not turnout in great numbers to see Madison's production of "The Drunkard" but the loss is that of those who missed the play, preferring perhaps to see a Neil Simon comedy.

"The Drunkard" provided many members of the audience with a new cultural experience. Although the play was being done "straight," all the elements of the classic melodrama were present.

A cloak was hardly needed to denote the villain; the heroes and heroines were quite detectable; and good definitely triumphed in the end.

Since the melodramatic aspects of the play could not be diminished, it seemed something of a strain on both the cast and the audience to accept the play "straight." In fact, the audience seemed confused about the exact direction of the play.

Many lines no longer lend themselves to serious interpretation. The speeches made directly to the audience added a comic melodramatic flavor. And, apparently, someone forgot to inform heroine Valerie Tullious that the play was being done "straight." She couldn't have fit more perfectly into a comic melodrama if she had been tied up and placed on a railroad track.

Best performances for male and female must go to Jon Irby and Denise Cooper, respectively. Although not the lead characters, these two stole the show.

Perhaps it was because these two roles lent themselves to colorful interpretation, but the audience clearly responded to the hero, "Honest Bill" Downton, and lady of somewhat doubtful moral rectitude, Miss Spindle.

Rosemary Zullinger portrayed insane Agnes marvelously. The clarity of her singing voice instilled the haunting atmosphere that her role was meant to create.

Ironically, insane Agnes is the sister of good William, and predictably, her sanity is restored during the course of the play.



Villain Mark Response to 'The Drunkard'

Performance Provides for an Evening of Fun

LaCribbs was adequately portrayed by Alan
sen. Dennis Dewey
antable interpreta-
n of lead character
d, Edward Middle-

This and the scen-
y of the success of
the ard". The ori-
al and live perform-
ce d to the audience.
e number of sets, in
diti their excellence,
s oppressive.

Whe play was pro-
ceded" or in a com-
munic mode, the
dieuld have had lit-
e recognizing the
emes which thread
roulay.

W.H. Smith, author
thould hardly have

been expected to know that
society would not improve it-
self in many respects during
the next 125 years.

Alcoholism remains a
major problem in today's so-
ciety, and has been treated by
many playwrights who have
hoped that enactment of de-
lerium tremens might deter
potential drinkers.

The themes of cheating
the poor and taking advantage
of those who cannot fend for

themselves are hardly pecu-
lar to 1844.

Mental illness is still a ta-
boo, even in our progressive
society.

So "The Drunkard" con-
tains much with which con-
temporary audiences may id-
entify. The comedy for mod-
ern audiences comes from
that fact that in real life the
villains are not as easily de-
tectable as they are in the
Madison production.



BREEZE STAFF PHOTOS



Bookstore Anticipates New Equipment:

Coin Dispensers Expected to Lessen Rush

By LESLIE COOKE

If things go as expected, the bookstore will receive automatic coin dispensers for its cash registers in time for fall registration, according to J. William Hancher, manager of the college bookstore.

This should make things go more efficiently, during the early rush on books, he predicted.

Improvements and innovations surrounding registration week have been consciously pursued since three years ago when the bookstore moved into its present location at the Warren Campus Center and Hancher first assumed its management.

In his words, "With increased enrollment, additional plans have become a necessity."

Reviewing some earlier experiments, Hancher recalled that in "the first year, we put additional people on registers to help with lines."

In 1971, the bookstore also tried to organize its stock by schools, and to plan both according to their size and by the total number of books ordered, he said.

During the 1972 fall registration period, specific curriculum were placed in the game room to spread the crowd over a large

area. "This worked out very well," Hancher observed.

For safety, the floor of human traffic was periodically restricted at the door. Under this plan, groups of 10-15 students were allowed to enter the store when the aisles sufficiently cleared.

The restricted traffic policy was modified slightly in 1973. Intending to "always keep the lines moving," the manager approved a "let one in, let one out provision."

Two cash registers placed in the game room aided four others operating out of the regular quarters. According to Hancher, this procedure worked so efficiently that "there was a line only part of one day," and in all, "no one waited more than 20 minutes."

To conserve personnel for the operation of registers and other duties, students were not permitted to return purchased texts until after the initial rush period. This also "worked out for the majority," in the manager's opinion.

The bookstore remained open from 8 a.m. to 4 p.m. during the 1973 Spring registration. Previously, operations had paused for a 12-1 lunch break. The

store also kept longer hours on Wednesday, the first day of classes.

"We found in January that we didn't have a real crowd until Wednesday afternoon... this was much nicer," Hancher said.

Thirty to forty students were serviced each hour during the 1973 registration. The manager noted that during the initial 40-hour week, the bookstore itself took in income of \$20,000.

Other innovations included the temporary employment of extra help from the community and adjustments in the lunch shifts.

The addition of coin dispensers will be the only major change instituted by the manager this fall. Aside from this, books will be slightly rearranged in the game room, and seven student workers will be assisting 10-15 community recruits.

Store hours will mirror last year's 8 a.m. to 4 p.m. daily schedule. Additionally, the store will operate from 6 to 8 p.m. Monday evening, and from 6 to 9 p.m. Tuesday, Wednesday, and Thursday evenings.

Asked if he plans to use additional registers this year, Hancher replied, "It wouldn't be practical to have more in here, as

people would lined up in the history section shoulder to shoulder... four is just about the maximum."

Noting that a lack of "uniformity in curriculum" often contributes to confusion during registration shuffles, Hancher said: "I would like to see a more uniform adoption of books." He noted that during one semester, teachers requested five different editions of the Flaubert classic, *Madame Bovary*.

Lauding the Philosophy and Religion Department as "probably being the most uniform," Hancher said he believes that "the same book should be used, regardless of who teaches a particular course."

The bookstore manager is attempting also to "realistically" examine the problem of a "tremendous textbook inventory."

In an inflationary period, this is not very easily accomplished. Partially a result of an improved curriculum and a highly-qualified faculty, "we seem to have more higher-priced books than in the past," he said.

Conceding that books on technical subjects generally cost a lot, Hancher, nevertheless supposed, "as competitive as that particular market is, I don't believe a manufacturer would set

a price he considered unreasonable."

"The professor selects the books, and the publisher sets its price; all we do is provide it," he explained.

Looking ahead, the manager said that the bookstore would probably not be enlarged to keep pace with rapid student population increases.

Instead, he predicted that rooms elsewhere would probably be converted to provide additional space.

A facility similar to the "After Five" book-nook at Georgia Tech, which allows access to a few basic supplies during evening hours, may be undertaken by the bookstore staff in the years ahead, the manager said.

Hancher also expressed personal enthusiasm for a permanent expansion into the game room offices.

Although we've "bombed" on a few items, "we'll always try to offer things here that are a service to kids," Hancher said.



Board of Visitors Elect Bell

Francis Bell Jr., president of Rockingham National Bank in Harrisonburg, has been elected rector of the Madison College Board of Visitors.

Bell succeeds Wallace Chandler of Richmond as rector. Chandler's term on the board of visitors expired in July and he was ineligible for reappointment to another term.

Martha S. Grafton of Staunton, former dean of Mary Baldwin College, was elected vice rector

of the board. Mrs. Grafton will also serve as chairman of the visitors' executive committee.

As vice rector, Mrs. Grafton succeeds Helen Mugler White of Newport News. Mrs. White's term on the board also expired last month and she was ineligible for reappointment.

A native of Dublin, Bell has been with Rockingham National Bank since 1960. He is a former president of the Virginia Bankers Association.

Before coming to Harrisonburg, Bell served as vice president of Marion National Bank in Marion.

He is the former director and past president of the Harrisonburg - Rockingham Chamber of Commerce; a member of the Virginia Council on Economic Education; a director of Friendship Industries, Inc.; and a trustee of Sunnyside Presbyterian Home.

Bell has been a member of the Madison board of visitors since 1972. He had previously served eight years as a member of the Radford College Board of Visitors. He attended Virginia Military Institute and graduated from the University of Virginia.

Mrs. Grafton, a member of the board of visitors since 1970, is a native of South Carolina and first joined the faculty at Mary Baldwin College in 1930.

She served as dean of Mary Baldwin from 1947 until her retirement in 1970.

Mrs. Grafton served as the acting president of Mary Baldwin on three separate occasions: 1945-47, 1953-54 and 1968-69.

She has served as president of the Southern Association of Colleges for Women, president of the Association of Virginia Colleges and chairman of the Conference of Academic Deans of the Southern States.

MC Alumni

Select President

An Aoshkie, N. C. woman, Elizabeth P. Joyner, has been elected president of the Madison College Alumni Association.

Mrs. Joyner, a 1968 graduate of Madison, succeeds Mary Thrasher of Norfolk as president.

Named as president-elect of the association was John Davis of Stuarts Draft. Davis, a 1973 graduate of Madison, will assume the presidency next year.

Davis teaches in the Augusta County school system and was president of the senior class when he was a Madison student.

Elected vice-president of the association was Beverly Osterhout of Hollins. Eleanor Wixson of Greensboro, N. C., was elected secretary.

Two new directors were also elected by the alumni association. They are Gail Rennie of Richmond and Diana Challis of Ashland.

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New Program in Distribute Education To Offer Opportunities for Students

By JUDY SULLIVAN

More than 30 per cent of the wage earners in America pursue careers in sales and marketing, which account for more than half of the Gross National Product. Madison College will offer a program beginning this fall which will train students for careers in these fields.

The Distributive Education program will offer new opportunities for Madison students. A part of the School of Business, DE is designed for the person who is interested in a career in merchandising, management and marketing, or for one who wishes to combine the business world with teaching.

Presently only three other colleges in Virginia offer degrees in Distributive Education: Virginia Commonwealth University, Virginia Polytechnical Institute and Old Dominion. No college in the Madison area has a DE program.

The new department will be headed by Mr. C. B. Dix, Jr. of Harrisonburg, a former teacher and administrator.

Dix says that the Madison campus is an ideal place for the establishment of the D. E. program. Many new and innovative educational ideas are being employed at Madison, and Dix expects the program to be well received.

There are other reasons why success is anticipated, according to Dix. The School of Business has increased enrollment in all classes from 2,242 in 1970 to 4,251 in 1973. The Department of Business Administration has shown an increase from 100 majors in 1970 to over 1,000 in 1973. It is projected that 11 per cent of students majoring in Business Administration and Economics will choose a program in Distributive Education.

A DE major who also chose education would be certified to teach on the secondary level and would be a DE coordinator. He would be responsible for classroom instruction and for supervising junior and senior students to be placed in local businesses on a part-time basis.

Dix thinks one of the most appealing aspects of being a DE coordinator in

the high school is dealing with community business leaders. It is a career which demands public relations expertise. A coordinator associates with young people in the classroom, and guides them into worthwhile careers, Dix said.

Development of a co-curricular club for leadership training among high school students is also an opportunity for the DE major. Dix says that this is an area which needs more emphasis. Distributive Education Clubs of America (DECA) offer young people a chance to do research projects, to participate in social and civic activities, and to receive recognition for outstanding work. It helps students to develop poise and self-reliance, Dix said.

The club sponsors state and national conferences each year, providing further opportunity for the high school student.

A DE coordinator is usually given a twelve-month contract, an added attraction since most schools hire teachers for only 10 months per year.

Any person choosing a DE major could be guaranteed a position as a coordinator, according to Dix. There is a demand for qualified people in Virginia and throughout the nation. In 1973-74 there were 114 job openings in Distributive Education; 56 of these positions were filled with non-degree graduates.

Dix is well-qualified to initiate Madison's DE program. He was Distributive Education coordinator for Harrisonburg High School from 1962-66. He notes that during this time his DECA club was number one in the state one year, and ranked second and third in other years.

Dix's experience includes a post as administrative assistant to superintendent of schools for Williamsburg-James City County; principal at Harrisonburg High School from 1968-73, and of Harrisonburg City Schools, where his primary responsibility was the administration of the Standards of Quality.

Dix has recently completed work on his Advanced Certificate Program at VPI. He served an internship last year with Dr. Dickerson at Madison, during which time the DE program was planned.

A course taught by Dix, who will be an assistant professor, will be available this fall for persons interested in the program. Dix will also visit community colleges and high schools this fall term to make administrators and students aware of the opportunities available in Madison's new DE department.

Dix, who is optimistic about the new program, and has sights on the future. He envisions eventual laboratory training. "We have to develop a lab to prepare teachers for established programs in high schools."

Dix describes himself as a methodical person who likes to lay a good foundation. Careful organization seems to be a key to success for him. At the present time this foundation is the most important aspect of the new department.

Further information about Distributive Education may be obtained by contacting Dix in his office in Harrison Annex.



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(Continued from Page 1)

given to applicants from low-income families."

MacDonald said that "students are delighted" when told of the pay increase. He further stated that the pay rate will likely stay at \$1.80 until such time as an increased minimum wage and the 85 per cent requirement necessitate a change.



"EXTRA" HELP NEEDED

FOR THE 1974 - 75

BREEZE

ORGANIZATIONAL MEETING

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Under the Sea

Students in an experimental program for gifted children at Madison College this summer watch slides of undersea life in the atmosphere of a bathyscaph. The program, headed by Dr. Margaret Wampler, in-

involved 30 exceptionally bright children from six area schools. The program stems from the concept that a teacher must challenge the mind of the gifted student to prevent him from becoming bored.

Broadcast 'Democracy' PBS Goal

BY LILA FORRO

"Democracy in broadcasting" is the goal of the Corporation for Public Broadcasting, according to president Henry Loomis, head of the rapidly expanding network.

Loomis, guest speaker Thursday at WVPT's annual board meeting of the Shenandoah Valley Educational Television Corporation, outlined the development and future plans of public broadcasting.

A former director of the Voice of America radio network, he resigned during the Johnson administration's governmental censure of programming and joined PBS in 1972.

The Public Broadcasting System, Loomis told board members is "your business — a network with a creative approach to public needs. Rather than provide "maximum service to a maximum audience," PBS caters to "special minorities — music lovers, travel buffs, and other viewers with a particular interest.

The good of public broadcasting is eventually to reach a specific viewer; in like commercial programming, a constant, "homogenous" audience is not expected. Ideas and opinions expressed at national PBS meetings, resulted in a format approved by a democratic cross-section of branch stations serving diverse regions.

When the FCC gave PBS its independent broadcasting license in 1967, central facilities in New York to maintain a uniform standard of programming were established by the Ford Foundation. Problems arose, however, when the responsibility of funding central programming was fought for by parent and branch PBS stations.

The most generous donors claimed precedence in making funding and programming decisions, and the public-service-oriented network lacked total freedom in planning individualized formats.

The democratic solution to funding and programming disputes was the Station Program Cooperative, a system established so that each PBS branch manager may choose his own format. From a list of 100 or more programs

priced according to markets for them, members of SPC elect those they feel will best suit the needs of particular areas.

The decentralization of programming allows stations to determine their format's percentage of children's programs, adult education programs, and public affairs broadcasts. Each station is responsible for program success of failure; none is required any centrally produced broadcasts for local air time.

Programming chosen by SPC members most strongly emphasizes local affairs. But Loomis warned listeners to "beware of fonatics" in station management who assume their choice of format will be well-received by viewers, possible "complacency", in unvaried programming my result in inflexibility like that experienced in an impersonal, centrally controlled broadcasting system.

Public affairs and even local issues are viewed by a "special interest" group of their own, and a format bulker with local topics may be unreaired. Therefore, it is necessary to develop techniques for determining audience taste.

The "new era in Federal funding", Loomis acclaimed of a bill recently given to Congress, will provide research and piloting grants worth \$1 million to pinpoint the needs and preferences of a many-faceted American audience.

In addition to extant grants by the Ford Foundation and other underwriters, universities and foundations, will receive funds from the government for experimental programs. This testing of methods to ascertain audience

needs will enable public broadcasting stations to serve their home groups equally.

These Research grants to appropriately represent all viewers are advantages of the bill's proposed method of federal funding — a system that, through just and on-range support of public broadcasting, will allow efficient upkeep of the network.

The financing is "insulated" in that funds are taken from a multiplicity of sources. Without the threat of monopoly by large and demanding donors, programming remains open to individual discretion. State interference, common because the state is a principal source of broadcasting funds, will also be eliminated by federal spending.

Insulated funding, first called for at the 1967 founding of PBS, will operate on a fund-matching principle; "appropriations," said Loomis, "will be made by arithmetic, not by persons."

For each non-federal, or public, dollar spent, a PBS station will receive \$2.50 in matched federal dollars. The money may be used by local stations to choose SCB programs or to purchase equipment.

After 1974, during which the matching rate is 22-1, federal support will decrease to 2-1 and soon in a "weaning process." Eventually all money spent by PBS stations will be private funds, by which time operative and programming independence will have been achieved.

Six levels of funding were outlined for board members, illustrating the distribution of national funding worth \$47.5 million last year.

Summer Program Provides Interest For Gifted Children

BY ELMORE LOCKLEY

The gifted child is bored with educational activities on his own grade level, therefore his mind must be challenged to learn.

This is the concept behind an experimental program for gifted children on the elementary level that was held this summer at Madison College, according to Dr. Marguerite Wampler, director for the program.

The program involved 30 exceptionally bright children from six area schools. The children were selected from the fifth and sixth grades by their school principal on an academic basis, according to Dr. Wampler.

"The children had to score at least 120 on an IQ test or be working to grade levels ahead of their normal class," Wampler said, "in order to participate in the program."

The six week program included group and individualized instruction in six major subject areas. The topics covered were government, science, minority groups, camping, dorm life and psychology.

"The program was created out of a need to provide gifted children with a meaningful and challenging approach to learning," Wampler said.

State law now requires elementary schools to identify their advanced learners through tests and observation, according to Wampler.

Miss Bissett and Mr. Crawley, both student teachers, assisted Dr. Wampler in planning activities for the kids.

"Most of the children's time was spent out of class," Wampler said.

Spotswood and Sheldon dorms housed the children.

Activities included educational trips to Richmond to met the Governor, camping out at Roosevelt Park, and a visit to SWVA TV station.

Folk dances and ethnic music highlighted a talk on human relations by Crawley. One, of many lectures, presented through out the six week period to the children.

Games, such as "word puzzles," "leap frog" and "twisters," were used to increase the child's awareness and listening ability.

College students, in Jane Myers' Physical Education for Children class, used their classroom knowledge to create games and other activities for the gifted children.

"It was a challenge to keep the kids busy for an hour," said one student who was running out of activities for the kids.

Dr. Wampler hopes this program will be continued next summer.

"State funds are not available," Wampler said, "the college, supported the program financially."

"Success!" was the only way Wampler could describe this summer program.

"On the last day of the program, the children were sorry to see it all come to an end," said Wampler.

As one kid said while boarding the bus to go back home, "I didn't know learning could be so much fun."

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